

HTM*4090
Hospitality Development, Design and Sustainability
Fall Semester 2022
0.5 Credits

General Course Information

Instructor	William C. Murray, PhD
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Phone	519-824-4120 x 52786
Office Location	MACS 205
Office Hours	TBD
Department/School	School of Hospitality, Food & Tourism Management (HFTM)
Class Schedule	Lectures: Mon & Wed @ 11:30 x 1.5 hours in GRHM 2310
Pre-requisites	14.0 credits, including 1 of HTM*1000, HTM*1060, HTM*2020)
Restrictions	REAL *3890
Classroom	TBA
Final Exam	Wednesday, December 14, 2022 @ 8:30 am for 2 hours

Course Description

This course focuses on the development, design, and management of the hospitality-built environment. It explores issues related to the planning and development of hospitality properties, provides an introduction to property and asset management as related to the hospitality industry, and examines universal design as applied to the 'servicescape', all within the broad context of sustainability.

Course Learning Outcomes

Upon successfully completing this course, you will:

1. Demonstrate a strong understanding of the impacts that hospitality and tourism facilities have on operational profitability and guest satisfaction. (HOL, LO5.2, LO5.3)
2. Identify the different components of a building system and explain their relevance to the management and operation of hospitality and tourism facilities. This will be accomplished both individually through in-class participation and through a larger group project in which you will complete a written audit of a hotel property. (HOL, LO1, LO2, LO4, LO5.3)
3. Appreciate the links between hospitality and tourism facilities and an operation's servicescape. (HOL, LO5, LO5.1, LO5.2)
4. Explain key principles of Universal Design, and how these can be and are applied in the development and design of hospitality and tourism facilities. (HOL, LO1, LO3, LO5.2)
5. Apply the concepts of environmental sustainability in the development and design of hospitality and tourism facilities. (LO3)
6. Evaluate the role of corporate social responsibility in the management and operation of hospitality and tourism facilities. (LO3)
7. Evaluate the impact and influence of consumer trends and preferences on the management and design of hospitality and tourism facilities. (HOL, LO3, LO5.1)
8. Show a critical and holistic appreciation of the principles of sustainability as it pertains to the design, development, management and operation of hospitality and tourism facilities. (HOL, LO1, LO3, LO4, LO5.2)

Summary of Course Content and Materials

Facilities Development, Design, and Sustainability is a course that focuses on role of the business and other surrounding facilities which make up the service environment. Whether this is a restaurant, hotel, or other structure for events and activities, the facility itself plays a dominant and ubiquitous part of hospitality management. As an asset, it is an item that holds value to owners, with the potential to increase or decrease in value over time. Therefore, we must explore some of the ideas around managing that asset to maintain that value over time. Due to the inseparable nature of hospitality and services, the facility serves as the location of business and is used every day that services take place to earn revenues and, more importantly, profit. Operational managements must have a detailed understanding of how to manage and maintain the ongoing use of a facility so that relative costs are appropriate, and revenues are not negatively impacts. Finally, the facility is filled with humans, both customers and service providers. All these individuals interact with and within the facility, having experiences, either positive or negative. We will spend time deconstructing the impact of the physical environment on people and how they react to it.

There is a significant volume of content in this course and students should be prepared for the time investment required to gain knowledge and experience so that they can engage in course interactions, be prepared for class content, and demonstrate their knowledge and skills in senior level assessments.

Assessments

As a senior level course, it is important that all students can demonstrate that they have achieved a comprehensive level of understanding in the materials. Course assessments are broken into two areas: tests and assignments. Each area has a value of 50% of your overall grade. **Students much achieve a minimum grade of 50% in each of the two areas to pass this course.**

The first area of assessments will be tests, with two midterm tests and a final exam. The tests are designed to assess your knowledge gained from the course materials, including assigned textbook readings and extra readings, any class presentations, and discussions, along with other content. Mid-course tests are not cumulative and will only cover pockets of information and more details will be provided; the final exam is cumulative will a selection of questions covering the entire course.

The second area of assessments will be assignments. The assignments in this course are split between group and individual work. The group project will be a physical property audit and evaluation report. For this piece, your group will visit a hospitality or event property (on approval of the instructor) and conduct a detailed observational audit. This audit will cover several facility areas, be based on the observations and evidence collected by your group members and should provide some insight into the meaning(s) of your observation from an asset, revenue, and human experience perspective. Reports should be of high enough quality to be submitted to the operational management of your facility.

The individual work in this course will be honing your ability to write positional papers. This will include a very short paper early in the course, allowing you to hone skills writing from a clear point of view. The main paper will be more substantial around a negotiated topic, requiring detailed research and clear planning. You will establish a unique topic relevant to current events that is strongly rooted within our course content; this might include exploring a novel aspect of design as it relates to demographic demand within the industry, or unpacking a topic around sustainability, or pursuing a position on current issues such as hygiene performativity within facilities. There is significant latitude in this paper; however, topics will need to be approved by your instructor and grounded in one of the UN Sustainable Development Goals.

Course Assessment: (Schedule provided in CourseLink)

Tests and Exams (Area 1)		
Test 1	Week 4 (Oct 3 or 5)	12.5%
Test 2	Week 8 (Oct 31 or Nov 2)	12.5%
Final Exam	Scheduled (Dec 14)	25%
Assignments (Area 2)		
Position Paper - Minor (Individual) <ul style="list-style-type: none"> - Common topic: "All operational managers should have detailed knowledge of facility management and design concepts." Agree or disagree. - This should be a very concisely written, 500-word paper that incorporates a minimum of 5 quality practitioner-based references. - Apply APA 7 formatting for in-document and bibliographical referencing. - Interactive class discussions will flow from this paper. 	Week 2 (Sep 21)	5%
Position Paper – Major (Individual) <ul style="list-style-type: none"> - Unique topic crafted by in partnership with student and instructor. - Topics will be based in the UN Sustainable Development Goals (SDG), must be grounded in one of the nine areas of sustainable application practices found in the Green Key Global Program, and should also explicitly address at least one of the three focal areas of this course (asset management; operational management; human experience). - A 250-word topic proposal (graded) will be due no later than Week 6. Students will receive feedback and advice on these proposals to help them proceed with their final paper. - Final paper will be approximately 2000 words in length, include a minimum of 12 references (a combination of practitioner and academic sources), and use APA 7 formatting for in-document and bibliographical referencing. - Additional information will be provided. 	Ongoing, week 6-11 (Oct 17 – Nov 23; detailed breakdown of dates to follow)	20%
Property Audit (Group) Audit report, recommendations, plus peer evaluation	Week 9 (Nov 9)	25%
Total		100%

Teaching and Learning Practices

This course will be a unique experience; most people who begin in this course have not yet considered in detail the role that a facility plays in the operation and execution of services. For example, hotel students know that a building contains guest rooms, banquet space, common areas, and areas in the heart of the property where staff works. However, have you really spent time exploring the value of that space as an asset to the company that owns it? Or the responsibilities around maintaining that facility which fall on managers running the operation? Or how about the impact and experiences that the space and place have on people working in and moving through the environment? We will explore all these areas in a multi-faceted way in this course.

Weekly classes will vary in style and approach. Some days, we will have more traditional exchanges of information. In other classes, we will pivot to alternative learning activities. These could include guest speakers (live or remote), meeting at other locations close by for some field learning, or interactive guided class discussions. Information about these will be presented in advance and you are responsible to be properly prepared for these activities. There will always be weekly content for you to engage with outside of class time; it is your responsibility to consume this content prior to class, including weekly assigned readings or other materials. Be sure to plan your schedules in advance so that you have time to properly prepare each week – the better you prepare before class, the more engaging you will find the course.

There is a required text for this course; other assignment materials will be posted on our CourseLink classroom site. The content in this course is new to most of you and it is important that you get sufficient levels of detail and explanation; as senior students, it is expected that you will attend / read / listen to all assigned materials and raise relevant, timely questions each week. All assigned material and class content is testable, and it is assumed that you will be clearly applying it into your course assignments.

Course Communications

This is an important section. Learning is an activity, not an event. As a senior post-secondary student, you are responsible for your own learning activities, while I am responsible to communicate information about content to you (in class and through course materials), as well as place it into context.

General course information, such as this course outline, will get posted to our online learning management system, as will assignments and other documents. However, we have 3 hours a week together in class – and I do use our time together to share additional information, talk about assignments and tests, etc. Scheduled class time could contain content explanation, advice on and materials for assignments, discussions about tests or projects, or guest speakers. Talking about and sharing information during scheduled class time is a fair and legitimate mode of class communication.

If you have missed a class, for whatever reason, and are framing an email to either me or our teaching assistant that asks, “Did I miss anything?”, the answer will undoubtedly be “Yes”. So, I would suggest that during the first week of the course, you introduce yourself to a few classmates (old friends or make some new ones) and share your contact information. Forming a ‘team’ of course peers will help you get to know others in the class and create a quick network of factfinders in case anyone misses bits throughout the term.

Of course, you are always welcomed to connect with me and our TA. The above advice is to encourage you to take steps with your peers and be selective in who you ask which questions to.

Guidelines Around COVID

Ongoing health situations remain fluid. The University of Guelph sets the protocols and guidelines that must be followed by staff, students, faculty, and visitors. Please be sure that you have reviewed all information relating to COVID protocols and any other health-related restrictions for face-to-face interaction in class and on campus. Any changes made by the University once the course has started will be also shared through our CourseLink announcements and email.

Please remember that we are community members within the class and on campus. If you are experiences symptoms of illness, it is always best to remain at home and connect with your peer team

(see above section!) about missed content.

A couple of quick links:

COVID Information for Students:

<https://www.uoguelph.ca/covid19/covid-info-for-students>

UofG Wellness Centre:

<https://wellness.uoguelph.ca/>

Course Resources

Required Text:

Zemke, Dina (2018). *Managing the Built Environment in Hospitality Facilities*, Kendall Hunt Publishing Company, ISBN 9781524963088

- Books are available through the university bookstore (<https://bookstore.uoguelph.ca/>), the coop bookstore (<https://www.bookstore.coop/>), or other external sources

Course Policies

Grading Policies

Unless arrangements have been made with your instructor, late penalties will be applied at 10% of the total grade earned per day (deducted from the total mark). Extensions will only be granted based on valid medical or personal reasons and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned to the class at large unless circumstances permit, and alternative arrangements have been made.

Students who find themselves unable to meet course requirements due to medical or personal reasons should review the regulations on academic consideration in the Academic Calendar. It is recommended that they discuss their situation with their instructor, program counselor or other academic counselor as appropriate as early as possible.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Tests and Exams:

Midterm tests will be blocked into our schedule and in our regular classroom. Midterm tests are designed to be completed within 75 minutes unless alternate arrangements are indicated through SAS. The final exam will be scheduled during the end-of-term formal exam period. All exams are designed to be completed with 120 minutes unless alternate arrangements are indicated through SAS.

Absence from any exam must be properly documented and follow university guidelines to avoid a grade of zero. For most issues, documentation from medical services, counselling services or the Dean's office (for medical or compassionate reasons) is required. Vacation travel or outside work commitments, among other reasons, will typically not be accepted to miss an exam. A grade of zero will be assigned if you miss an exam without proper documentation. Please read your Undergraduate Calendar for the regulations. When in doubt, contact your instructor.

A grade of zero will be submitted for assignments not handed in, barring extenuating circumstances. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving to a new house, outside work commitments, etc.... will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with the Centre for Students with Disabilities, please contact your instructor as soon as possible to make alternate arrangements.

Laptops and other electronic devices

Cell phones or ANY other electronic devices (or non-electronic aids of any sort) will not be allowed in the environment during tests. Any student found using and/or having such a device or material in their immediate area in the exam room without express prior written consent from the instructor will be referred immediately to the Associate Dean (Academic) for academic misconduct.

Email

I strive to respond to all properly formatted student emails with 24 hours during the working week (Mon-Fri) and regular working hours. Please practice proper email etiquette in your communications. It is good practice to include our course code in your subject line.

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly. E-mail is the official route of communication between the university and its students.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The Academic Misconduct Policy is in the Undergraduate Calendar: <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty, and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible. For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Recording and shared content in this course is provided for the sole use of authorized student and may not be reproduced or shared without the written consent of the instructor.

Drop date

The last date to drop one-semester courses, without academic penalty is the last day of classes, December 2, 2022. For regulations and procedures for Dropping Courses, see the Academic Calendar: <https://www.uoguelph.ca/registrar/calendars/graduate/current/>

More information about Dropping Courses can also be found here:

<https://www.uoguelph.ca/registrar/coursesaddrop>

Important University Dates

The schedule of important university dates can be found at:

<https://calendar.uoguelph.ca/undergraduate-calendar/schedule-dates/>

Date Submitted to Chair:	
Chair Signature (Approval):	<i>S Elliot</i>
Date Approved by Chair:	Sept 6/22

